

# GREG EHRBAR

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Greg Ehrbar, a Fortune 500 entertainment company writer/editor, offers over 30 years of unique, award-winning concept, production and organizational skills in partnerships within an internationally diverse network. Greg's content, reflecting an unusual grasp of creative direction and business strategy and influences millions worldwide. His upbeat, celebratory style of creation and collaboration has resulted in numerous works with long, profitable runs and bonds among industry professionals and the public.

## **Created and wrote Disney Parks' first national network TV ad campaign**

Expanded Disney Parks awareness on a nationwide level and drove attendance among those who never thought Disney was for them

## **Conceived/wrote kickoff presentation of *Disney's Fairytale Weddings***

As a direct result, Chairman/CEO greenlighted the implementation of the business demonstrated in the presentation, opening up a multi-billion-dollar business unit for the company

## **Created a groundbreaking ad campaign for a Disney Parks attraction**

Chairman/CEO ordered enhancements to the attraction to match the dramatic effectiveness of the ad campaign

## **Substantially increased Passholder magazine content at minimal cost**

Number of Passholder households doubled within six months

## PROFESSIONAL EXPERIENCE

### **Staff Writer, Disney's Yellow Shoes Global Creative Group**

#### **Walt Disney Parks and Resorts / Disney Destinations, Florida & California**

Conceived, wrote and supervised hundreds of Disney Theme Park and Resort campaigns, including national TV advertising and network programming, print, outdoor, radio, direct, online and relationship marketing, from start to finish.

- Writer of Magic Kingdom attraction for Walt Disney World Anniversary
- Writer of ABC-TV specials broadcasting from Disney Parks worldwide
- Writer/assignment editor for advertorial magazines and features
- Creator of storyline/nomenclature for Disney Resort hotels
- Codesigner of main entrance to Disney's Hollywood Studios
- Feature writer, Official Disney Parks Blog
- Writer/Producer, "Walt Disney World Today" in-room TV musical score

### **Freelance Writer, Animation & Live Action**

Concepts, Outlines, Scripts

- ABC-TV Specials, Disney
- *The Tom and Jerry Show*, Warner
- Imagination Story, China & International

### **Freelance Writer, Disney Corporate Communications**

- “twenty-three” Magazine, Online Fan site, In-Studio Magazine
- Historical Consultation
- Walt Disney Archives partnerships

### **Freelance Writer/editor, Disney Music Group/Walt Disney Records**

- Grammy-nominated Lion King II and How the Grinch Stole Christmas
- Scripts and Character Dialogue, Album Liner Notes
- Development and writer assignments for DisneyMusicEmporium.com
- Partnerships and promotions with other Disney divisions

### **Author**

- *Mouse Tracks: The Story of Walt Disney Records* (With Tim Hollis)
- *The Cartoon Music Book* (Contributor)
- *Pirates of the Caribbean: Dead Men Tell No Tales* (Novelization)
- *Lilo and Stitch, Tarzan, Atlantis, Mulan* (Adaptations)
- *Cinderella, Tarzan, A Bug’s Life* (Original Stories)
- Pixar’s *The Incredibles* (Adaptation)
- Dr. Seuss’ *How the Grinch Stole Christmas* (Adaptation)

### **Editor**

- *Inside the Whimsy Works: My Life with Walt Disney Productions* by Disney Legend Jimmy Johnson (with Didier Ghez)

### **Freelance Online Feature Writer**

- leonardmaltin.com
- animationscoop.com
- cartoonresearch.com
- indiewire.com

### **Writer/Concepts**

- Attractions Merchandise, Disneyland/Disney World/Shanghai Disneyland

### **Editor**

- *Inside the Whimsy Works: My Life with Walt Disney Productions* by Disney Legend Jimmy Johnson (with Didier Ghez)

### **Writer/Producer**

- Promotional On-Hold Programming, Disneyland/Walt Disney World
- Disney World On the Air radio show from Disney’s Hollywood Studios
- Music and celebrity albums, Shout! Factory, Rhino, Drive Entertainment

### **On-camera/radio/stage**

- Speaker at Stetson University, Norton Museum, D23 Expo, Corporate
- Media Commentator, syndicated radio’s *TV Confidential*
- Appearances in feature film and music bonus features

**EDUCATION**

Florida Atlantic University

BA, Communication, Film and Television

**PROFESSIONAL ASSOCIATIONS**

- Academy of Television Arts & Sciences
- National Academy of Recording Arts and Sciences
- ASIFA-Hollywood
- Hyperion Historical Alliance